

DISCUSSION ON PROPOSED WNYU-WCAG MERGER FOR THE  
ESTABLISHMENT OF AN AM-FM NETWORK

I. Programming Philosophy:

WNYU and WNYU-FM would serve the New York University student first, and the general public second, by producing a well rounded program schedule tailored to the tastes of the college student. Through an active promotion campaign ("WNYU-FM...The only station with "a Buckle-in-The Back", etc.) we can attract even non-NYU college students to our listening audience. WNYU must have a "Collegiate Sound!"

II. Why FM?

- A. To reach NYU commuting students at home
- B. To obtain professional recognition for those WNYU staff members planning a career in radio or television.
- C. To present a greater challenge to the programming and engineering skills of the WNYU staff
- D. To restore some lost prestige to New York University (i.e. "down with WFUV, WKCR, etc.")

III. Why an FM Operation Ought To Be A Joint Effort By WNYU And WCAG:

- A. Neither WNYU or WCAG can, alone, provide enough programming to maintain a "full" FM schedule. In fact, each station would have to increase its programming schedule even if the two were merged.
- B. The chances of obtaining the necessary funds to construct and maintain an FM operation, from New York University are infinitely better for an "all University radio station."

IV. What Can WNYU Contribute?

- A. WNYU's staff of more than sixty can contribute their programming, technical, and business experience, in running a student managed FM station.
- B. WNYU has a skilled technical staff advised by faculty of the Electrical Engineering Department at the Heights.
- C. The Heights Campus would be an ideal location for an FM transmitter and antenna because of its geographical elevation and central location with respect to Manhattan, Yonkers, Westchester, The Bronx, New Jersey and Connecticut.
- D. WNYU has already initiated an investigation of the technical and legal requirements for a Non-commercial Educational FM Channel.
- E. WNYU's technical staff could assist in the construction of the equipment necessary for a Heights-Square network operation, and the carrier current transmission equipment for AM service to Washington Square residence buildings.

V. Two Proposals for Joint Operation:

- A. A unified WNYU and WNYU-FM...The Voice of New York University... would provide a positive identity between the station and New York University.
- B. A New York University Network with participating stations, WNYU and WCAG, would not provide as strong an organizational structure as proposal "A" but allows each station to maintain its identity. While this plan is feasible for a strictly carrier current AM operation, it would be quite difficult to obtain an FM license for such a station organization.

VI. Ok this all sounds fine...how do we begin?

- A. The first move in our quest for an All-University radio station is to present to the officials of the University a written proposal for such a station, endorsed by prominent representatives of both campuses and possibly a student petition (WNYU has already obtained several letters from department chairmen, deans, and administrators urging the establishment of an FM station). The University must be "sold" on the idea because it eventually assumes the legal responsibilities imposed by the FCC.
- B. In preparing our proposal to the University, we must first establish a unified programming operation with common programming to both campuses even while we remain closed circuit. This will demonstrate that co-operation is present between the two campuses and that a "well-oiled" administration is present. The University must feel confident that we can maintain a stable and continuing operation. Furthermore, as an FM station we will be subject to public criticism and the University must feel confident that our programming will create a "proper image."

VII. How do we run this operation?

- A. Our initial closed circuit unified operation can be maintained by funds contributed by the All-Square Student Council and the Student Governing Board at the Heights. These groups might question the financing of an All-University student group but we feel confident that they can be "sold" on the idea.
- B. Once an FM operation is established, the University will have to supply funds directly so that we may guarantee the FCC that we have enough money guaranteed each year to maintain operations.
- C. Because of the geographical separation between campuses, it will be necessary for each group to maintain its own executive board (ie. Station Manager, Program Director, Chief Engineer, etc.) with full authority at their own location. The two executive boards will meet regularly (perhaps monthly) and at these meetings the actual mechanics of the common programming will be arranged, budgets planned, technical projects coordinated, etc. In addition, one of the members of each executive board will be designated, co-ordinating representative of that campus. These two co-ordinators will be in daily telephone contact to maintain continuity and to cope with any unforeseen problems.

400-150

### VIII. Technical Aspects of The Heights-Square Operation:

A. The two main studios at the Heights and at the Square will be connected by an audio circuit rented from the New York Telephone Company. The installation fee for such a line is approximately \$50 and the monthly rental is approximately \$65. This single circuit can also be used for communications purposes between studios without interfering with the actual program on the line.

B. The FM transmitter and "master control" would be at the Heights Campus.

### IX. Miscellaneous:

A. If at all possible financially, a broadcast line should be installed immediately between the two campuses to facilitate joint programming. Otherwise tapes should be exchanged (the NYU Station wagon could carry tapes between campuses).

B. A few program possibilities:

1. A "Heights-Square" News Report (similar to "Huntley-Brinkley Report")
2. Remotes from Town Hall, Loeb Student Center, Gould Student Center, Washington Square, The Village (night spots), Alumni Gym, Madison Square Garden (WNYU presently covers Varsity Ball Games live from the Gym and Garden)

3. Faculty lecture series

4. "NYU In The News" - produced by NYU Publicity Department

5. Run "spectaculars" for charity...celebrities...etc.

C. Our closed circuit AM facilities should be developed to provide as many resident students as possible with our programs. Furthermore we can carry "commercial time" on our AM circuit. We would feed the AM and FM transmitters the same program but the FM transmitter would be fed a public service announcement while the AM transmitter is being fed a commercial message. With the increased potential audience gained through merger it would be easy to sell air time through the College Radio Corporation, to national advertisers. Income from advertising could be used to finance long distance remotes (imagine WNYU coverage of NYU basketball from the West Coast...LIVE!)

D. These ideas sound like a lot of "pipe-dreams" - sure they are... unless we start to work to make them realities...how about it? For "Dear ol' NYU"

For WNYU

AB-JS-SB/ab

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